

SPECIFIC POPULATIONS

Specific Populations

Native Hawaiians

Native Hawaiians have the highest smoking rate of any ethnic group in Hawai'i. The average Native Hawaiian smoker smokes their first cigarette when they are 14-15 years old. Menthol cigarettes, specifically Kool, are the preferred brand of cigarettes for this population. Most Native Hawaiian smokers would like to quit, or at least cut down their smoking. However, awareness and use of quit smoking programs is low in this population. A majority of respondents reported receiving advice from their physicians to quit smoking, however the proportion doing so was lower than in the overall population or among Native Hawaiians statewide.

Pregnant women

Pregnant women smoke at a similar rate to other women in their age group. In Hawai'i, 20% of women who recently gave birth reported smoking prior to their pregnancy, but most quit while they were pregnant. Only 8% smoked during their third trimester. Women who continue to smoke during the third trimester are more likely to have a low birth weight baby than non-smokers. Nationally, about 60% of women who quit smoking during pregnancy resumed smoking within 6 months of having the baby. Babies exposed to second hand smoke have a higher risk of Sudden Infant Death Syndrome (SIDS) and other serious health problems than those not exposed. In Hawai'i, almost three-quarters of pregnant women were asked by a health care worker about smoking during pregnancy.

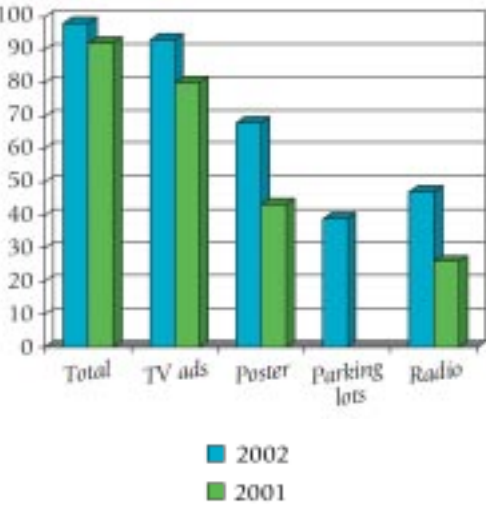
MEDIA EVALUATION

Media Evaluation

The media evaluation shows that the DOH's anti-tobacco spots are almost universally recognized by the public. Television is the most widely recognized channel of the spots, but other channels support the message well and are less expensive. In general, people believe the ads are effective and have made them think about whether or not they should smoke.

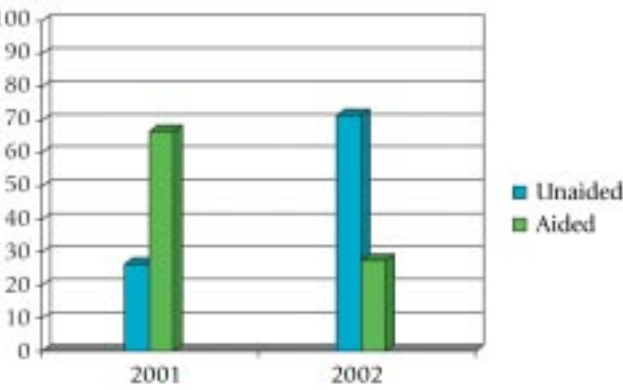
The DOH has used a variety of venues to promote its message including television, radio, parking lots and posters. Posters include both mall ads and movie theaters. Recognition of the campaign is very high. In 2002, 98% of respondents recalled the campaign. Television was the most remembered channel

Recall of tobacco media campaign, MTS



Unaided recall of the campaign increased sharply between 2001 and 2002, from 26% to 71%.

Recall of media spots, aided vs. unaided, MTS



The ads were highly effective in causing both teens (66% in 2002) and adults (68% in 2002) to think about whether or not they should smoke.

Additional surveys of teens in 2003 revealed that 4 in 5 felt the anti-tobacco advertising messages were clear. These messages caused 82% of teens to consider quitting smoking or remain a non-smoker, and about half of teens to talk to a friend or someone else about not smoking or the risks of smoking.

Overview

Since 1991, the Tobacco Prevention and Education Program at the Hawai'i State Department of Health has developed and implemented a comprehensive program to reduce tobacco use in the State of Hawai'i by preventing initiation, promoting quitting, eliminating exposure to environmental tobacco smoke and eliminating disparities related to tobacco use. A major component of a comprehensive program is surveillance and evaluation to monitor progress towards goals. This document is an effort to summarize the available data on tobacco use and related issues in one place to provide a comprehensive look at tobacco use in Hawai'i.

Smoking and Tobacco Use in Hawai'i: Facts, Figures, and Trends

EXECUTIVE SUMMARY



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Chronic Disease Management and Control Branch
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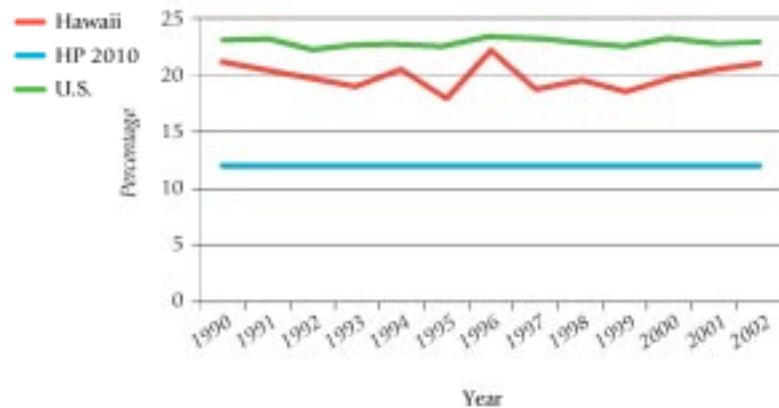
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ADULT TOBACCO USE

Adult Tobacco Use

About 196,000 adults in Hawai'i, or 1 in 5, smoke cigarettes. Young (18-24), men, Native Hawaiians, unemployed, low-income and Neighbor Islands residents have higher smoking rates. Few adults in Hawai'i (< 8%) use other forms of tobacco, including chewing tobacco, pipes, and cigars. In 2002, smoking prevalence was 33.8% for Native Hawaiians, compared to 21% for Caucasians, the next highest group. Among smokers, about 30% smoke less than 10 cigarettes a day, while another 30% smoke a pack a day. Most smokers in Hawai'i (85%) are not planning on quitting in the next month. When smokers decide to quit, most (72%) choose to do it on their own. The tobacco tax stamping law has increased revenue from cigarettes by over \$20 million per year.

Adult smoking prevalence, Hawai'i and the U.S., 1990-2002, BRFSS



Note: In 2000, the BRFSS sample size changed from 2,000 to 6,000. Statewide error bars are reduced from 2.2% to 1.5%.

Community Smoking Rates

Geographical information systems (GIS) was used to identify areas with higher smoking rates using the 2000 BRFSS. Please note the total BRFSS sample is 6,000. Some communities have small sample sizes. Different colors do not indicate statistical significance.

Adult Tobacco Use - Hawai'i County

West Hawai'i (24.3%) and southern parts of the Island of Hawai'i (24.3%) report slightly higher smoking rates than Hilo (22.2%) and North Hawai'i (21.4%).

Adult Tobacco Use - Honolulu County

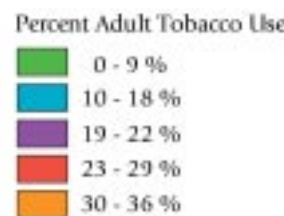
On Oahu, the Waianae Coast (36.4%) has the highest smoking prevalence. The East Honolulu area (9.9%) has the lowest smoking prevalence in the state.

Adult Tobacco Use - Kauai County

In Kauai, smoking rates do not vary greatly by community, with all areas in the medium to high range (17.8%-20.2%).

Adult Tobacco Use - Maui County

In Maui County, areas of West Maui (22.9%) report slightly higher smoking rates than Upcountry and East Maui (16.6%). Molokai (15.3%) reported lower rates of smoking, while Lanai (28.2%) reported higher rates. Both of these numbers should be examined with caution due to low sample sizes.



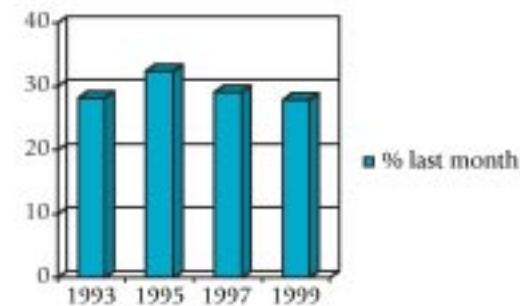
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YOUTH TOBACCO USE

Youth Tobacco Use

Almost 7 out of 10 high school students in Hawai'i have tried smoking, with just under 30% smoking in the past month. About 13% of high school students are frequent smokers (defined as smoking at least 20 days in the past month). Hawai'i middle school students are more likely to have tried smoking cigarettes than mainland middle school students. No difference exists for high school students. Mainland high school students are more likely to use cigars and chewing tobacco than their Hawai'i counterparts. Most (> 70%) Hawai'i high school students who smoke prefer menthol cigarettes. Illegal sales of cigarettes to youth have declined steadily since 1996, when the Department of Health began coordinating statewide compliance checks.

Percent of high school students who have smoked in the past month, YRBS



Between 1993 and 1999, the number of students who have ever tried smoking and the number who smoked in the past month have remained relatively stable. In 1999, 67.2% of high school students had tried smoking, while only 27.9% had smoked in the past month. Some students who smoke become regular smokers. In 1999, 13.1% of students reported smoking on at least 20 days in the past month. This was a non-significant decrease from a high of 16.9% in 1995.

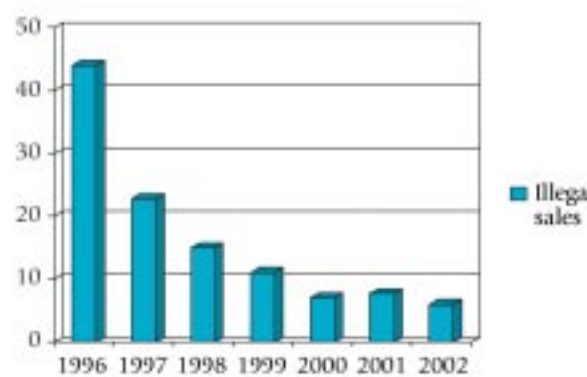
Type of Cigarettes

Hawai'i youth smokers have a strong preference for menthol cigarettes. Over 60% of middle school smokers and over 70% of high school smokers report smoking menthol cigarettes. Mainland students are more likely to smoke Marlboro cigarettes than their Hawai'i counterparts. On the mainland, 88% of young smokers report smoking Marlboro, Camel and Newport, the three most heavily advertised brands. It is estimated that the tobacco industry spends \$41.5 million a year in advertising tobacco in Hawai'i.

Illegal Tobacco Sales to Youth

In Hawai'i, it is illegal to sell tobacco to youth under age 18. The State Department of Health has instituted a program of undercover police compliance checks since 1996 to reduce the rate of sales to minors. Each year, a series of compliance checks is conducted to assess the rate of illegal sales. Since 1996, the rate of illegal sales has fallen from 44% to under 10%.

Illegal tobacco sales to minors



Despite reductions in illegal sales as reported by compliance checks, 1 in 6 Hawai'i high school underage smokers who bought their last pack of cigarettes in a store were neither asked to show ID nor refused sale, according to a student survey. When adults were asked if stores which sell tobacco should be required to obtain licenses in order to reduce sales to minors, over 70% strongly agreed.

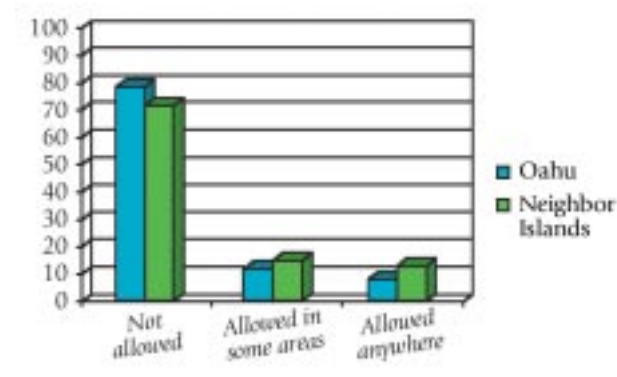
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ENVIRONMENTAL TOBACCO SMOKE

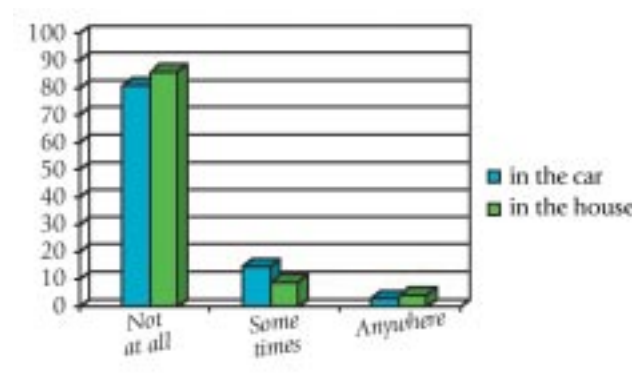
Environmental Tobacco Smoke

According to the 2001 Hawaii Adult Tobacco Survey, about 1 in 5 households in Hawai'i has an adult who smokes living there. About seven out of ten do not allow smoking in their house or car. About 1 in 8 indoor workers have been exposed to secondhand smoke on the job during the past week. Over 70% of work places prohibit smoking

Rules about smoking in the home

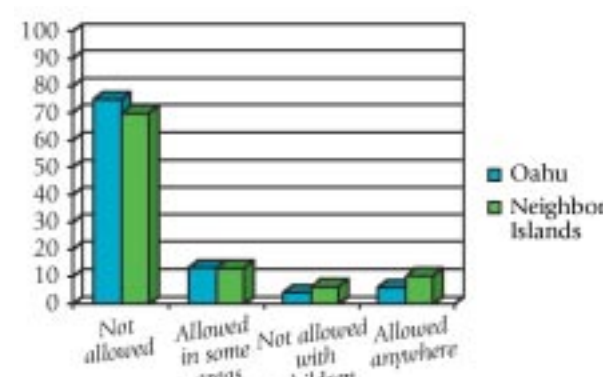


Rules about smoking in households with children under 5



in all enclosed areas. The majority of people, even smokers, believe that secondhand smoke harms nonsmokers. Less than 20% of people in Hawai'i and less than 40% of smokers believe that it is OK to smoke indoors. Over 70% of people in Hawai'i, and almost 50% of smokers, believe all restaurants and bars should be smoke-free.

Rules about tobacco use in cars



In indoor work areas, do you think smoking should be allowed?

